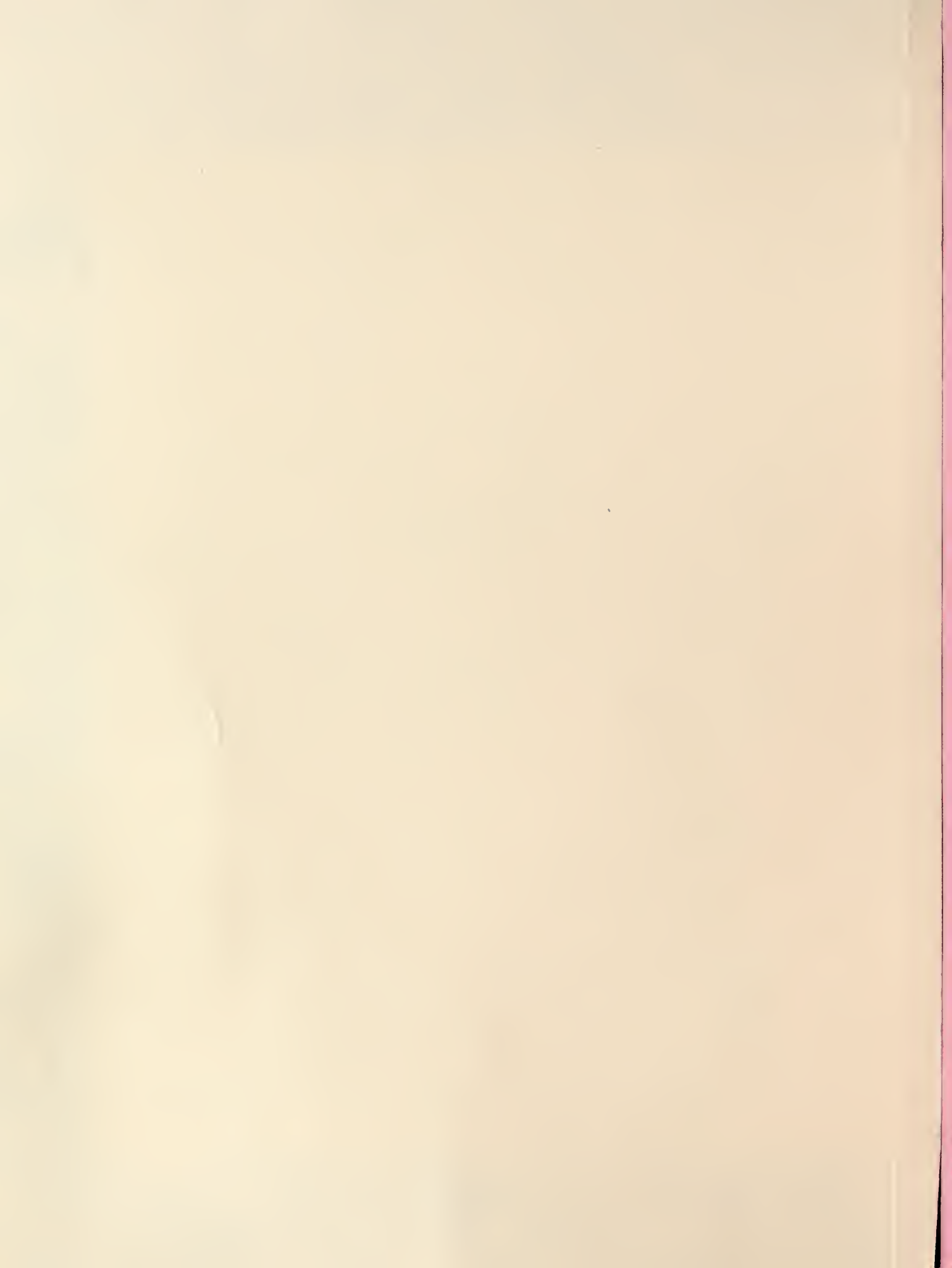


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USDA
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Inside Information

United States Department
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IN THIS ISSUE

Some GPA news realignments...other tidying up announcements... meeting announcements and details...training materials from S.D....and a number of ideas from here and there. Before you're through this issue, you might even find some more material.

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NEWS ABOUT NEWS...

Aside from the overall organizational problems facing GPA these days, Stan Prochaska and other news people have been working up smoother ways to handle releases, features, other current inf and liaison activities with special media.

Among recent changes in assignments have been to name Marci Memolo to handle all releases that arise from agencies under the supervision of Asst. Sec. Bobby Smith and Asst. Sec. Carol Foreman. That also gives the AMS-administered regional inf offices one contact in the GPA news staff for the agencies they serve in the field.

Incidentally, those AMS-administered regional inf offices are still slated to be transferred to GPA. Date has not yet been announced for the transfer.

Back to news...Clay Napier, who had been handling AMS, APHIS, FGIS and OT releases, will now handle SEA releases. Also, George Holcomb will be the news staff's "energy" release person. (By now we hope you recognize those acronyms.)

Earlier in the week, Ray Schleeter came back to USDA from the Commodity Futures Corp. He will serve as acting head of the news operation. Russ Forte will serve as acting head of the media liaison group.

Both "news" and "media liaison" are units in GPA's new organization. Chances are that these and the other new units will be labeled "Centers" eventually.

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...AND IN BROADCASTING

In broadcasting affairs, Kent Miller from ESCS joined Jim Johnson's broadcasting and film group this week. Kent is on a reimbursable detail as the GPA reorganization develops. Larry Quinn moved across the street to head up film activities in the old Motion Picture Division until the new unit, to be called a "Video and Film Center," can be organized.

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FARM ED'S TO MEET

We mentioned a week ago that the American Agricultural Editors Association would meet in D.C. this week. Come April 20-22, the Newspaper Farm Editors of America also will be here. Headquarters for the latter will be at the Hotel Washington. Sonja Hillgren of UPI has lined up the program.

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WANTA LEARN TO WRITE?

Claude Gifford, GPA, says locals may be interested to know that Montgomery College of Rockville, Md., will be offering a course during the spring semester called "Writing for Government Publications." It's scheduled for 7-9 p.m., Mondays, starting April 14 and ending May 19. Alan Drattell, general manager of the Publications Div. at the U.S. Postal Service, will teach the six-session class.

If you're interested and want to register, call 656-6777. Tuition is \$56.

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LOTTA NEWS FROM SCS

Hubert Kelley, SCS, sent us a number of items this week. Topping the list was news that Lee Shields has been selected for the 4-month LEGIS Fellows Program of the Office of Personnel Management. Lee is receiving his Capitol Hill experience in the office of Rep. Jim Jeffords of Vermont.

Hank Wyman, SCS inf officer for California, is on assignment under an Intergovernmental Personnel Act (IPA) agreement to the California Association of Resource Conservation Districts.

Hank will serve in Sacramento as executive assistant to the president of the association until the end of 1980, helping with long-range program planning, public relations and district employee training. Jonne Hower, former SCS inf specialist in Oregon, is temporarily filling in for Hank at the state SCS office in Davis.

And Hubert reminds us that most of the agency's state offices and four technical service centers--and his national office--will hold their biennial information conference and workshop April 27-May 2 at the Center for Continuing Education at the U. of Maryland. Several of us from GPA will participate in the session.

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FOR TRAINING TIPS...

Speaking of training...John Pates, South Dakota State U., sent us a packet of leaflets Deanna Boone has developed for use in orientation and training sessions with county agents and home economists.

If you're interested, you might write Deanna (Ag Inf Office, S.D. State U., Brookings 57007) or call her at (605) 688-4187. She's got a set of about 6 attractive little leaflets on "what is news?," "writing newsletters," "principles of publicity," "writing features," "direct mailing," and "writing a newspaper column."

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GETTING IN ON LOTS... We heard and wondered where USDA fit into any kind of program having to do with battered wives. Seems as though it is as much a problem in rural areas as anywhere. Ella Mae Berdahl, a family life specialist in SEA-Extension, has been telling county agents here and there that they need to be more sensitive to the problem and that she can help set up programs for rural areas on the problem.

Then it turns out too that the Food and Nutrition Service has been working hard to make it possible for injured women who come into shelters to be eligible for food stamps.

Well, now that we've sufficiently gotten you to wonder too, let it be known that Brenda Curtis-Heiken, GPA, has done another of her unique radio tapes. If you wanta hear the tape...yep, it's about battered wives...get in touch with Brenda, Room 449A, USDA, Washington 20250 or call her at (202) 447-7067. She'll send you a copy of her 13-1/2 minute story.

Feedback already is coming in at a heavy rate from radio users. In a phone call from Jerry Reed, prexy of RFD Radio Network in upstate New York and northern Pennsylvania, he said he was so impressed that he's planning a follow-up show of his own.

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A REPORT ON A REPORT Gary Vacin, Kansas State U., sent us a copy of the 1980 Kansas extension service report. Gary believes it is the first annual report he's seen that includes a welcome by a layman--the state extension advisory council chairman; highlights about the key roles played by volunteers; and an in-depth look at a single day's work by all county agents in the state.

Agree or disagree? Either way, you might want to write Gary for a copy. He says it was a team effort by inf folks...with re-writing and original material, including photos...so that everyone was involved one way or another.

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THAT NEW INT'L
OUTFIT...

If you're involved with international affairs--training, especially--you may have received a copy of a couple of interesting items just as we did recently.

Ruth Thompson, deputy assistant director for public affairs at the new International Development Cooperation Agency, sent them to us. They're explanations of the new agency, and if you didn't get them, we recommend that you write Ruth for copies. (Ask for the booklet called "Congressional Presentation, 1981" and the booklet that describes the new agency. Ruth's address: U.S. International Development Cooperation Agency, Washington, D.C. 20523.)

Just as as a reminder, IDCA was created Oct. 1 last year and serves as a focal point in the U.S. govt. for economic matters affecting our relations with developing nations. IDCA also is to provide policy "cohesion and coordination to the diverse foreign assistance efforts that the United States supports."

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FESTIVAL TIME
IN MAY

Come May 10, there will be another Festival on Asian/Pacific American Heritage. Place will be the Sylvan Theater and Washington Monument Grounds of D.C.

Last year more than 50,000 people attended a similar festival.

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NEW LOOK FOR COOPS

We almost didn't recognize it...betcha you don't either.

That's the new look for "Farmer Cooperatives," the periodical of the Economics, Statistics and Cooperatives Service that Bill Gordon edits. The magazine has always had an interesting, unique look, we've thought. This one is even more so, with two colors.

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A METRIC REMINDER

It's no April fool's joke...but April 1 is the date when all USDA press releases will begin using metric units parenthetically after conventional units, such as inches, pounds, acres and so on.

In a memo issued in December from Asst. Sec. Jim Webster and Policy Director Howard Hjort, it was announced that metrication of press releases was mandatory in Washington-based operations and discretionary in USDA field offices.

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HUNTING A JOB

From Michigan, Bruce Donnell, 432 Evergreen St., E. Lansing 48824, writes that he is interested in working with a communication, public relations or a marketing division with an agriculturally related firm.

Bruce has been emphasizing broadcasting and PR as an ag comm major at Michigan State U. He'll graduate in June...has been an intern in information services at MSU.